

creating and modifying a profile record of said user consisting of demographic and psychographic data;
presenting said profile record of said user to said user for modification;
recording user searches implemented in response to said user query;
recording said evaluation as a user ratings rating of said search result;
identifying relevant claims of said user profile record with respect to said user searches;
calculating relevancy coefficients based on said recorded user ratings rating of said search result and said user profile record of said user, as modified by said user;
grouping said search results; and
recalculating of said relevancy coefficients based on said recorded user ratings rating of said search result and said user profile record of said user, as modified by said user;
grouping of said search result; and
recalculating of said relevancy coefficients based on said grouping of said search result.

[Amend Claim 38, as follows:

38. (Amended) An apparatus for improving search engine efficiency using user feedback comprising:

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- a means for implementing a search in response to a user query;
 - a display means for displaying a search result to said user query, for reviewing said search result and for evaluating said search result by said user, said display means including means upon terminating a display of search results to user for displaying a questionnaire means to said user having at least one script using at least one form requesting an evaluation of said search result displayed to said user, from said user;
 - a means for creating and modifying a user profile record consisting a demographic and psychographic data;
 - a means for modifying said profile record by said user and for recording said profile record as modified by said user;
 - a means for recording said user searches query and for recording said evaluation of said search result of said user query, as a user rating of search results.
 - a means for recording user ratings of search results;
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